

# ORDER



**Orders**  
**Order / Rev:** 707556  
**Alt Order #:** 06282267  
**Product Desc:** ISS/FREEDOM TO MARRY 2012  
**Estimate:** 11623  
**Flight Dates:** 08/27/12 - 08/31/12  
**Original Date / Rev:** 08/17/12 / 08/17/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Media Strategies & Research/ POL  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Freedom to Marry 2012  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 08/31/12 | 41      | \$37,225.00  | \$31,641.25 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 41        | \$37,225.00        | \$31,641.25        | 0.00        |
| <b>Totals</b>  | <b>41</b> | <b>\$37,225.00</b> | <b>\$31,641.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn         |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| KARE   | 24%   | \$37,225.00  |
| Market | 100%  | \$155,104.17 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| KAWB  | 0%    | \$0.00      |
| KAWF  | 0%    | \$0.00      |
| KCCO  | 0%    | \$0.00      |
| KCCW  | 0%    | \$0.00      |
| KFTC  | 0%    | \$0.00      |
| KMSP  | 18%   | \$27,918.75 |
| KMWB  | 0%    | \$0.00      |
| KPXM  | 0%    | \$0.00      |
| KRWF  | 0%    | \$0.00      |
| KSAX  | 0%    | \$0.00      |
| KSTC  | 1%    | \$1,551.04  |
| KSTP  | 0%    | \$0.00      |
| KTCA  | 0%    | \$0.00      |
| KTCI  | 0%    | \$0.00      |
| KWCM  | 0%    | \$0.00      |
| UNKWN | 13%   | \$20,163.54 |
| WCCO  | 42%   | \$65,143.75 |
| WFTC  | 2%    | \$3,102.08  |

Order / Rev: 707556  
 Alt Order #: 06282267  
 Flight Dates: 08/27/12 - 08/31/12

Advertiser: Freedom to Marry 2012  
 Product Desc: ISS/FREEDOM TO MARRY 2012  
 Estimate: 11623  
**KARE**

| Ln   | Ch   | Start             | End             | Inventory Code                     | Break | Start/End Time Days                  | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots | Amount     |
|------|------|-------------------|-----------------|------------------------------------|-------|--------------------------------------|-----|-------------|------------|-----|---------------|------|-------|------------|
| E 1  | KARE | 08/28/12          | 08/30/12        | M-F 5-6a<br>KARE First Edition M-F | CM    | 5-6a -T-T---                         | :30 | 2           | \$250.00   | P-2 | 0.00          | NM   | 2     | \$500.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | -T-T---                            |       | 2                                    |     | \$250.00    |            |     | 0.00          |      |       |            |
| E 2  | KARE | 08/27/12          | 08/31/12        | M-F 6-7a<br>KARE 11 Sunrise M-F    | CM    | 6-7a MTWTF--                         | :30 | 5           | \$600.00   | P-2 | 0.00          | NM   | 5     | \$3,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | MTWTF--                            |       | 5                                    |     | \$600.00    |            |     | 0.00          |      |       |            |
| E 3  | KARE | 08/27/12          | 08/31/12        | Today Show<br>Today Show           | CM    | 7-9a MTWTF--                         | :30 | 5           | \$700.00   | P-2 | 0.00          | NM   | 5     | \$3,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | MTWTF--                            |       | 5                                    |     | \$700.00    |            |     | 0.00          |      |       |            |
| E 4  | KARE | 08/29/12          | 08/29/12        | M-F 9-10a<br>M-F 9-10a             | CM    | 9-10a --W----                        | :30 | 1           | \$250.00   | P-2 | 0.00          | NM   | 1     | \$250.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | --W----                            |       | 1                                    |     | \$250.00    |            |     | 0.00          |      |       |            |
| E 5  | KARE | 08/31/12          | 08/31/12        | M-F 1-2p<br>Rachel Ray             | CM    | 1P-2P ----F--                        | :30 | 1           | \$150.00   | P-2 | 0.00          | NM   | 1     | \$150.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | ----F--                            |       | 1                                    |     | \$150.00    |            |     | 0.00          |      |       |            |
| E 6  | KARE | 08/28/12          | 08/28/12        | M-F 2-3p<br>The Doctors            | CM    | 2P-3P -T-----                        | :30 | 1           | \$175.00   | P-2 | 0.00          | NM   | 1     | \$175.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | -T-----                            |       | 1                                    |     | \$175.00    |            |     | 0.00          |      |       |            |
| E 7  | KARE | 08/27/12          | 08/31/12        | EF (M-F)<br>DR OZ                  | CM    | 3P-4P M---F--<br>(3:00 PM-4:00 PM)   | :30 | 2           | \$350.00   | P-2 | 0.00          | NM   | 2     | \$700.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | M---F--                            |       | 2                                    |     | \$350.00    |            |     | 0.00          |      |       |            |
| E 8  | KARE | 08/27/12          | 08/31/12        | M-F 430-5p<br>Jeopardy             | CM    | 430-5P M-WTF--                       | :30 | 4           | \$550.00   | P-2 | 0.00          | NM   | 4     | \$2,200.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | M-WTF--                            |       | 4                                    |     | \$550.00    |            |     | 0.00          |      |       |            |
| E 9  | KARE | 08/27/12          | 08/30/12        | M-F 4-430p<br>KARE 11 4 News       | CM    | 4-430P MT-T---                       | :30 | 3           | \$350.00   | P-2 | 0.00          | NM   | 3     | \$1,050.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | MT-T---                            |       | 3                                    |     | \$350.00    |            |     | 0.00          |      |       |            |
| E 10 | KARE | 08/27/12          | 08/31/12        | M-F 5-530p<br>KARE 11 5 News       | CM    | 5-530p M-WF--                        | :30 | 3           | \$1,100.00 | P-2 | 0.00          | NM   | 3     | \$3,300.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | M-WF--                             |       | 3                                    |     | \$1,100.00  |            |     | 0.00          |      |       |            |
| E 11 | KARE | 08/28/12          | 08/30/12        | M-F 6-630p<br>KARE 11 6 News       | CM    | 6-630p -T-T---                       | :30 | 2           | \$1,300.00 | P-2 | 0.00          | NM   | 2     | \$2,600.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | -T-T---                            |       | 2                                    |     | \$1,300.00  |            |     | 0.00          |      |       |            |
| E 12 | KARE | 08/27/12          | 08/31/12        | Olympics Zone<br>Olympic Zone      | CM    | Olympic Zone MTWTF--                 | :30 | 5           | \$1,300.00 | P-2 | 0.00          | NM   | 5     | \$6,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | MTWTF--                            |       | 5                                    |     | \$1,300.00  |            |     | 0.00          |      |       |            |
| E 13 | KARE | 08/28/12          | 08/28/12        | Tue Prime<br>AGT                   | CM    | 7P-9P -T-----<br>(6:58 PM-9:00 PM)   | :30 | 1           | \$3,000.00 | P-2 | 0.00          | NM   | 1     | \$3,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | -T-----                            |       | 1                                    |     | \$3,000.00  |            |     | 0.00          |      |       |            |
| E 14 | KARE | 08/29/12          | 08/29/12        | Wed Prime<br>AGT                   | CM    | 8P-9P --W----<br>(8:00 PM-9:00 PM)   | :30 | 1           | \$3,000.00 | P-2 | 0.00          | NM   | 1     | \$3,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/27/12    | 09/02/12        | --W----                            |       | 1                                    |     | \$3,000.00  |            |     | 0.00          |      |       |            |
| E 15 | KARE | 08/31/12          | 08/31/12        | Fri Prime<br>DATELINE              | CM    | 8P-10P ----F--<br>(8:00 PM-10:00 PM) | :30 | 1           | \$2,000.00 | P-2 | 0.00          | NM   | 1     | \$2,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>                    |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |

Order / Rev: 707556  
Alt Order #: 06282267  
Flight Dates: 08/27/12 - 08/31/12

Advertiser: Freedom to Marry 2012  
Product Desc: ISS/FREEDOM TO MARRY 2012  
Estimate: 11623  
**KARE**

| Ln   | Ch    | Start             | End             | Inventory Code                | Break | Start/End Time               | Days    | Len | Spots       | Rate       | Pri | Rtg           | Type   | Spots | Amount      |
|------|-------|-------------------|-----------------|-------------------------------|-------|------------------------------|---------|-----|-------------|------------|-----|---------------|--------|-------|-------------|
| E 15 | KARE  | 08/31/12          | 08/31/12        | Fri Prime<br>DATELINE         | CM    | 8P-10P<br>(8:00 PM-10:00 PM) | ----F-- | :30 | 1           | \$2,000.00 | P-2 | 0.00          | NM     | 1     | \$2,000.00  |
|      |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       | <u>Spots/Week</u>            |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
|      | Week: | 08/27/12          | 09/02/12        | ----F--                       |       | 1                            |         |     | \$2,000.00  |            |     | 0.00          |        |       |             |
| E 16 | KARE  | 08/27/12          | 08/29/12        | M-F 10-1035p<br>KARE News 10p | CM    | KARE News 10p                | M-W---- | :30 | 2           | \$2,200.00 | P-2 | 0.00          | NM     | 2     | \$4,400.00  |
|      |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       | <u>Spots/Week</u>            |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
|      | Week: | 08/27/12          | 09/02/12        | M-W----                       |       | 2                            |         |     | \$2,200.00  |            |     | 0.00          |        |       |             |
| E 17 | KARE  | 08/28/12          | 08/30/12        | Tonight Show<br>Tonight Show  | CM    | 1035pm-1135pm                | -T-T--- | :30 | 2           | \$450.00   | P-2 | 0.00          | NM     | 2     | \$900.00    |
|      |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       | <u>Spots/Week</u>            |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
|      | Week: | 08/27/12          | 09/02/12        | -T-T---                       |       | 2                            |         |     | \$450.00    |            |     | 0.00          |        |       |             |
|      |       |                   |                 |                               |       |                              |         |     |             |            |     |               | Totals | 41    | \$37,225.00 |